Gainesville housing

Building Thriving Communities

Community Impact Report 2026



Completing the Transformation

Our Challenge in 2014

Twelve years ago, we were charged with repositioning several aging apartment communities into modern housing—while also expanding the number of available units and securing the partnerships and the financial resources needed. Realizing this required not only strategic vision and strong partnerships, but also a highly skilled workforce, we began expanding our staff's range of expertise for maximum results.

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Building the Right Team

Our Staff's credentials include:

Tax Credit Specialist (TCS): **6**
Housing Credit Certified Professional (HCCP): **1**
Certified Manager of Housing (CMH): **2**
Certified Occupancy Specialist (COS): **3**
Certified Public Housing Manager: **3**
Fair Housing Specialist: **2**
Blended Occupancy Specialist: **1**
Certified Public Accountant: **2**
Human Resource Management Specialist: **1**
Management and Leadership Specialist: **1**
Procurement & Contract Management: **1**
NSPIRE Inspection Certificate: **3**
Enterprise Income Verification Specialist (EIVS): **2**
Heating/Air & Refrigeration License: **3**
Refrigerant Transition & Recovery Certificate: **1**
NPI Maintenance Management: **2**
Doctorate Degree of Social Work: **1**
Licensed Master Social Work (LMSW): **1**
Family Self Sufficiency Specialist: **1**

Message from the CEO

Dear Community Partners, Stakeholders, and Friends,

It is with great pride that I share the progress and impact of the Gainesville Housing Authority through this Community Impact Report. Over the past decade, our organization has experienced meaningful growth—growth that reflects our deep commitment to providing quality, affordable housing and strengthening the communities we serve.



We are nearing successful completion of that challenge presented more than 10 years ago – hence the theme of this Community Impact Report: "Completing the Transformation."

Through significant investment and careful stewardship of public and private resources, we have:

- **Increased the number of affordable apartment homes by 437 units.**
- **$220 million has been invested directly into affordable housing development and preservation through our work.**
- **Issued bonds to support the preservation and development of an additional 616 affordable housing units**
- **Expanded access to deeply affordable housing by securing 80 income-based Project-Based Vouchers for the Walton and Waterside communities with an additional 65 planned units for the Lakeside at Harrison Village community.**

Our impact extends beyond Gainesville through strategic partnerships with neighboring communities. In Norcross, our collaborative efforts have resulted in a net gain of 166 affordable housing units. In Roswell, current and planned developments will result in a 204-unit gain. These partnerships underscore our growing role as a regional leader in affordable housing development, preservation, and management.

When viewed collectively, the total investment in affordable housing connected to our work now exceeds $330 million. We are proud of what has been accomplished – and energized for the work still to come. We are grateful for your continued partnership, support, and trust.

Together, we are making a lasting difference in the lives of the individuals and families.

Beth Brown

Beth Brown
Chief Executive Officer
Gainesville Housing Authority

Our Board of Commissioners

Achieving Results Through Strategic Leadership

Our Board of Commissioners provides strategic leadership to:

- Improve existing housing conditions
- Expand access through new housing development
- Connect residents to essential resources and supportive services



Darryl Smallwood, Chairman



Faron Thompson Vice Chair



Michael Thurmond



Joy Griffin



Jennifer Hothem



Abigail Guzman Ex-Officio

Looking Back 2014-2026

2014-2015

Banks Street/
Thirty One Midtown
Refurbished





What Gainesville Housing Does

We have four primary roles:

1

Property Management

We provide housing to 1,146 residents in Gainesville, and we serve 186 residents in surrounding counties.

2

Resident Services

We provide resident services to enhance residents' education, job skills, economic situation and quality of life.

3

Real Estate Development

We co-develop and/or rehabilitate affordable housing to increase housing stock, lessen dependency on federal subsidies and foster community development.

4

Consulting

We have expanded services to include consulting, leveraging our developmental expertise to support other PHAs in achieving their redevelopment and repositioning objectives.



Redevelopment and renovation begins by getting resident input beforehand, and then keeping them in the loop as the project progresses, as seen here at Melrose Apartments in 2018, prior to redevelopment as Midtown Villages.

2014-2015

MLK Jr. Apartments/
Thirty One Midtown
Refurbished

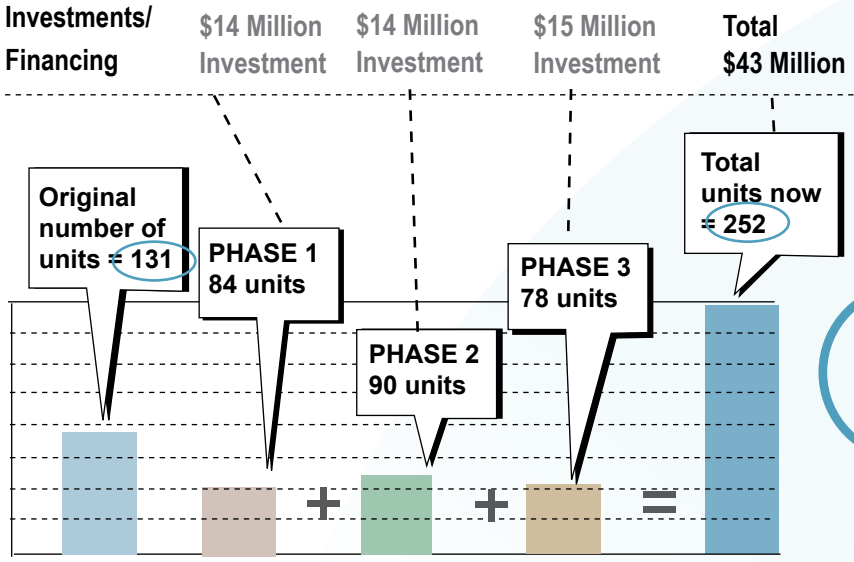


Johnson Street Apartments/
Thirty One Midtown
Refurbished



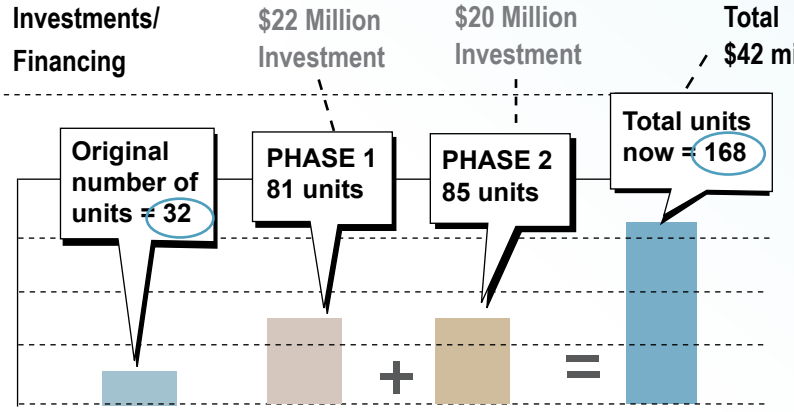
Housing/Investment Gains 2015-2026

Green Hunter Homes/ Walton Summit



121 unit gain

Tower Heights/ Walton Harbor



134 unit gain

Melrose Homes/ Midtown Village

Investments/ Financing: RAD – Rehab $34 million

200 Income -Based Units Preserved

2016-2017

Green Hunter/Atlanta Street
Walton Summit
New Construction

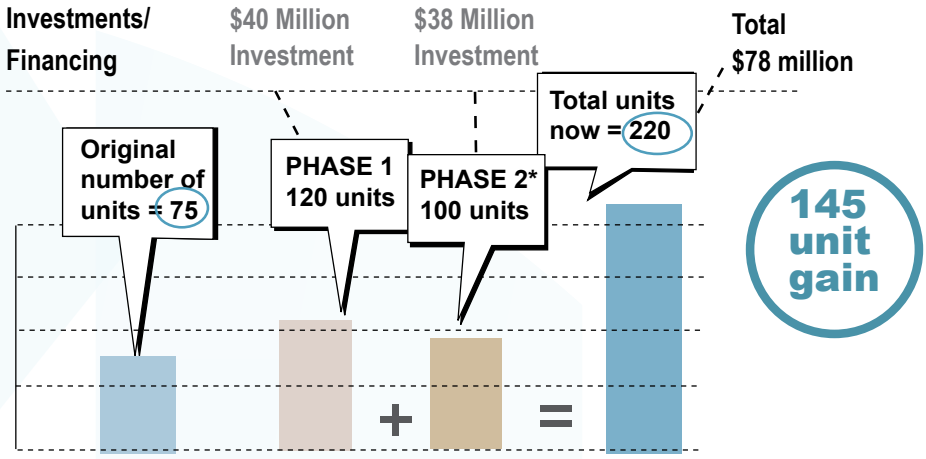


2018-2020

Melrose Apartments
/Midtown Villages (Melrose)
Refurbished

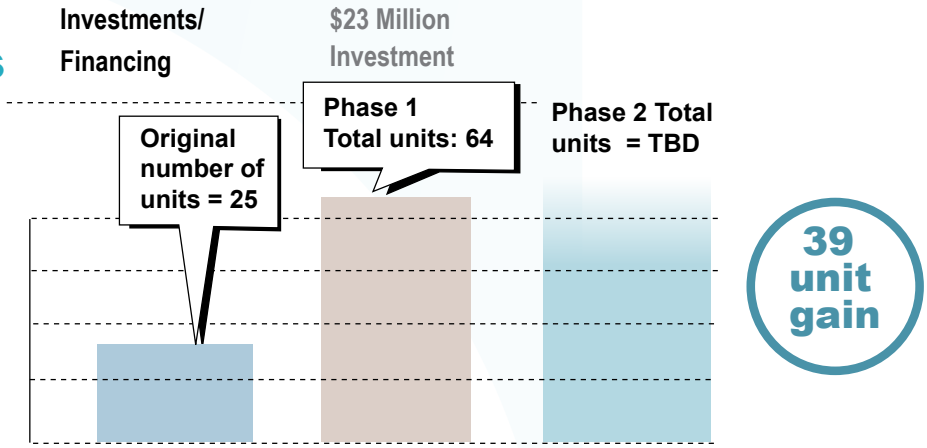


Harrison Square /Harrison Village and Lakeside



Future Projects

Jesse Jewell/ The Edmund Gainesville

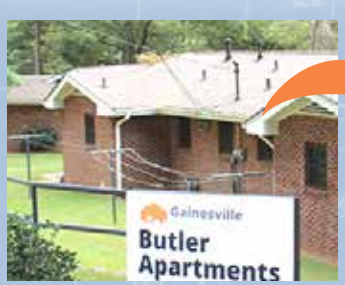


RESULTS:

TOTAL Unit Gain: 437 Affordable Apartment Homes
TOTAL Investment: $220 Million

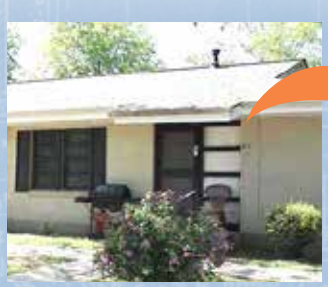
2018-2020

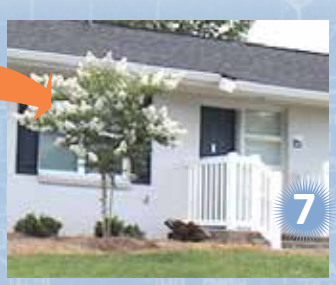
Butler Street
Midtown Villages/Butler
Refurbished



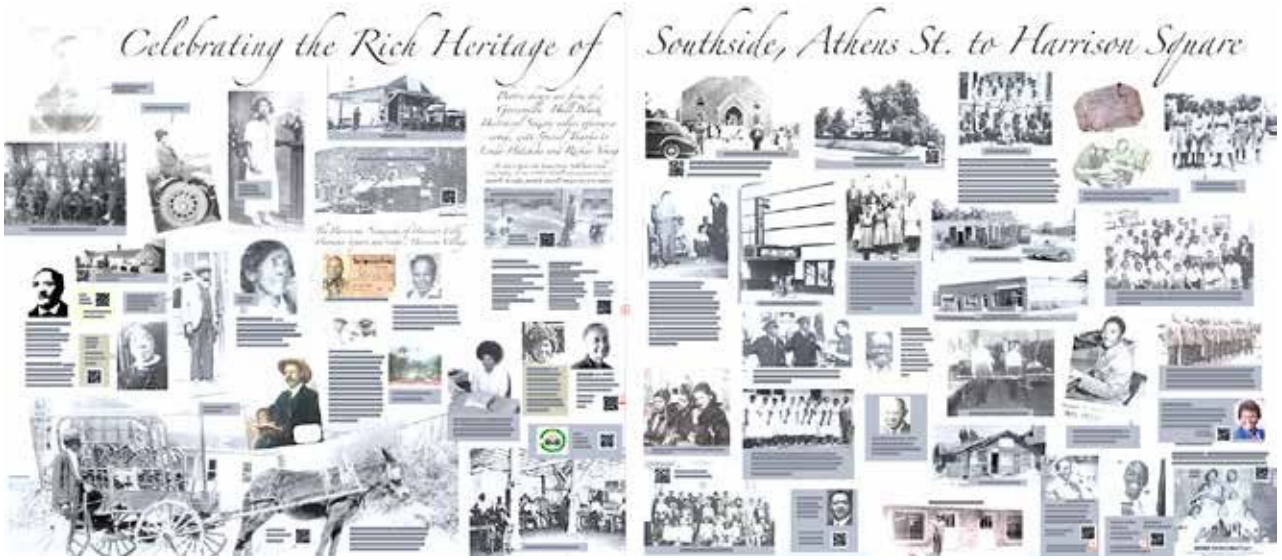


Collins Circle
Midtown Villages/Butler
Refurbished





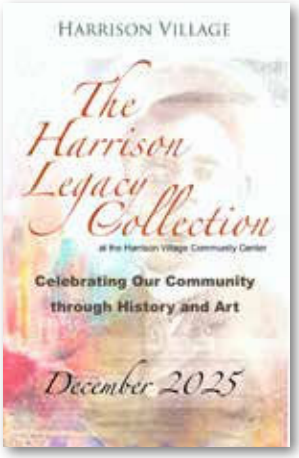
Our Historical Preservation of Site Legacies



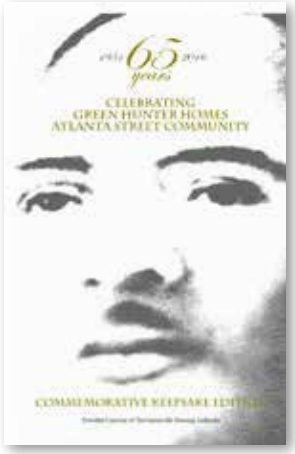
As part of the Harrison Square redevelopment, we created a permanent mural in the site's community center to honor the area's rich African-American history. The mural contains many online links for further reading.

Re-development begins with understanding each community's unique heritage

To honor the legacy of the Harrison Square area, we created a keepsake booklet mirroring the mural. The booklet was available at the grand opening in December 2025.



To honor the legacy of Green Hunter Homes (Atlanta St. Apartments), we interviewed past and current residents and assembled a keepsake collection of fond memories and photos made available at the large celebration with food, music and memories shared, in 2017.



2018-2020

Summit Street
Midtown Villages/Summit
Refurbished





2021-2022

Rainey Street
Midtown Villages/Rainey
Refurbished





How our residents view the changes

"I love it! It's quieter here, and I have a walk-in shower with handrails, and park at the front door. I can sit on the balcony and look at the lake. The kitchen is huge, and so are the closets. My daughter tells everybody 'my mama lives in a condo' now!"

Mary Sue Brown, Former GH Board Resident Commissioner, longtime GH resident and current Harrison Village resident



How the upgrades appear from the residents' point of view

BEFORE: A Harrison Square kitchen



After: A Harrison Village kitchen



2018-2020

Mill Street
Midtown Villages/Mill Street
Refurbished

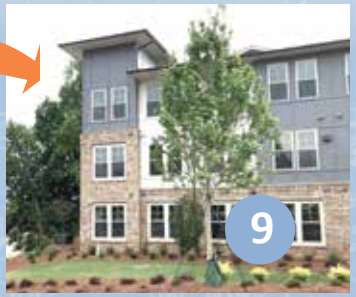




2021-2022

Tower Heights/
Walton Harbor
New Construction





Ecomonic Impact

Economic Impact of a $330 Million Affordable Housing Investment in Gainesville and Surrounding Communities

Over the past 10 years, our $330 million investment in affordable housing investment has changed what “home” looks like for families, seniors, and working neighbors in Gainesville and surrounding communities. Now, more people can live closer to their jobs, children can stay rooted in the same schools, and longtime residents can remain part of the community they’ve helped build. Additionally, this sustained construction and revitalization effort has put people to work, strengthened local businesses, and generated economic activity—creating benefits that extend well beyond the jobsite.

Key Data Points

$330M
Investment in affordable housing development & preservation

1,200+
Homes created or preserved (analysis implies ~1,300–1,500 units)

2,000–2,500
Construction jobs over the decade

400–500
Ongoing local jobs supported once homes are occupied

$35–$40M
Local income per year once fully leased/ occupied

$450–$500M
Total regional economic activity over time (multiplier-driven)

$30–$35M
One-time local revenues during development (permits, fees, taxable purchases)

Figures are based on industry standard economic modeling.

2023-2025

Harrison Square /Harrison Village
New Construction





Coming Soon:

Lakeside at Harrison Village
New Construction



Resident Services: Empowering Residents to Achieve Success

We Streamlined Resident Services for Maximum Results

Resident Services helps educate, motivate and empower residents of all ages for school, profession and life; all efforts are geared to help break the cycle of generational poverty.
We provide comprehensive case management and have honed our service approach to maximize effectiveness by focusing on three distinct target areas:

For Youth

360 Love, Healing and Abundance, RISE Summer Program, SHINE Afterschool, KIDS Life, Math Tutoring 4.0 To Go Enrichment Program, Middle and High School Activities, Grad Program and scholarship opportunities.



Dr. Tammy Howard
Director of Resident Services

For Adults

GED, ESOL classes, College Resources, Job Search, Resume writing, Training Referrals, Credit Counseling, Homeownership Assistance, Group Exercise Classes, Benefits Assistance (CAPs, WIC, Medicaid, SNAP), Parents Classes, Arts and Other classes, Food Assistance, Transportation Assistance, Housekeeping supplies

For Seniors

Case Management, Financial Guidance, Arts and Crafts, Lunch and Bingo, Fresh produce, Meats/ Dairy, Benefit Assistance, Health/Mental Health, Transportation Assistance



Above: Through Operation Warm Hug, funded by Horizon Foundation, Resident Services distributed 200 coats to children at Midtown Villages/Melrose campuses.



Above: Through 360 Love, Healing, and Abundance program, students try such things as performance, building confidence and self expression skills.

Resident Services Highlights

New BRIDGE Program Empowers GH Students

The BRIDGE (Building Resources to Inspire Development and Growth for Empowerment) Program helps college/tech students by connecting them to valuable resources, mentorship, and opportunities for personal and professional growth. This year, three resident students were admitted to Lanier Technical College through BRIDGE, through our Resident Services Department.

A BRIDGE Snapshot

GH Resident Mindy Brush attends Lanier Technical College with help from the BRIDGE Program.



SHINE Afterschool Program students make big gains

In January-February 2026, **the SHINE program showed measurable growth in academics and behavior.** Enrollment remained stable at 21 students and 86% attending at least 75% of program days. Academically, students demonstrated clear gains in reading fluency, phonics, and comprehension, along with improved math accuracy, multiplication recall, and multi-digit operations.

READING

12%

- **Fluency**
- **Phonics**
- **Comprehension**

MATH

28%

- **Accuracy**
- **Multiplication Recall**
- **Multi-Digit Operations**

ATTENDANCE

96%

- **96% attended at least 75% of program days**

RISE Students Math and Reading Grades up 15%

RISE, our summer learning-loss prevention program for 1st-5th grade students, shows impactful results, as students are making substantial grade gains in math and reading – averaging a 15% grade uptick overall. RISE began in 2012 and has been a powerhouse program that benefits both students and working parents.

READING

19%

- **Fluency**
- **Phonics**
- **Comprehension**

MATH

9.42% & 15%

- **Increases in Reading Scores** (3rd-5th grade) **Up 9.42%**
- **Increases in Reading Scores Up 15%**(K-1st grade)

Coming Soon:

Edmund Gainesville
(at Jesse Jewell Apartments)
New Construction





COMPLETING THE TRANSFORMATION

Working with local banking institutions, we provide free educational sessions for our residents, focusing on financial literacy and success.



Students plant gardens and enjoy the vegetables.



Residents learn about music in the 360 Love, Healing, and Abundance program.



Seniors enjoy socializing in the popular weekly Lunch and Bingo.



Seniors have socialization times in our regular and seasonal offerings, such as a holiday wreath-making workshop.



Jackson EMC helped fund our Summer RISE program as well as the after-school SHINE program with a substantial grant.

Melrose Girl Scouts Earn First Merit Badge

Our newly-formed Girl Scouts proudly earned their very first badge: The World Thinking Day 2026! They learned about global sisterhood, different cultures, and reflecting on the impact that girls can make difference in the world.



Increasing Community Partnerships

We are privileged to work with these great organizations and folks.

• **Georgia Mountain Food Bank** – Weekly Neighborhood Fresh distribution of produce/meat/eggs.
• **United Way of Hall County** – Annual grant, ongoing support, volunteer portal, and Unite Us.
• B**renau University**, Psychology Department – Free ongoing counseling for 4-6 residents.
• **Hall County Public Health**, District 2 – Ongoing special programming for health and wellness.
• **Good News Clinic** – Ongoing health and wellness programming .
• **Family Promise of Hall County**, Little Steps Daycare – Access to free daycare for our residents.
• **The Butler Center/Hall County Family Connection Network** -- Ongoing special programming for education and wellness.
• **The Hub,** Gainesville High School, is a Partner for our GRAD program "TRIO" and GHA/Goodwill Summer Job Fair.
• **Georgia Legal Services** – Partner for our residents with legal needs, speaker at our events.
• **Hall County Alliance for Literacy** – Free books for our Rise Summer Program students.
• **Hall County Library** – Ongoing special programming at our sites. Art and books.
• **Sunshine Seniors** -- Fresh Food for our residents, 55+.
• **St. Vincent de Paul/Catholic Charities**—Provide immediate assistance for our residents, including emergency funding, furniture, and food. Assist with " The Bridge" program.
• **First Baptist Church**—We can provide Immediate assistance for our residents by providing emergency funding for utilities and assisting with "The Bridge" program.
• **Cresswind Community Fund** – Ongoing funding for our Senior Lunch Bunch, 55+.
• **Girls Unlimited** – Programming & mentoring at The MAC for our teen girls.
• **Elachee Nature Center** – Free membership and transportation to environmental "Education Saturdays."
• **Goodwill/Jobs**—Ongoing support and case management for residents with difficulty finding and keeping jobs. Regular job fairs at the MAC.
• **WorkSource/DCA** – Ongoing support and resources for our residents who need job training and case management to enter the workforce successfully. On-site as requested.
• **Legacy Link/Georgia Cares** program—Ongoing support for residents 55+, on-site, as requested.
• **Rape Response** – Case management partner/team.
• **Gateway Domestic Violence Center – Case management/team.**
• **Chris 180** (Counseling/MBH resource manager, kids) – Case management/team.
• **Hall County Schools,** Nutrition Dept. – Summer Feeding for Rise Summer Program.
• **Soldiers of Truth Motorcycle Club** – Emergency funding and meals for residents.
• **Chestnut Mountain Baptist Church** – Onsite fellowship and outdoor community activities.
• **Free Chapel Church** – Bible Study and activities for kids, 1x month
• **Elevating Faith Ministries** – School supplies and food donations Community Partners
• **Basan Church** – onsite special events for children and families.
• **City of Gainesville** – Housing support and CDBG funding for families moving into homeownership.
• **UGA, Family and Consumer Sciences**—onsite educational workshops.
• **Girl Scouts of Historic Georgia** – Free membership, small group activities onsite.
• **Uplift Community Foundation** – Mentoring and volunteerism.
• **Harper Smith House/4.0 To Go** – tutoring group for 5th—8th graders in reading and math.
• **United Way of Atlanta** – Annual grant, ongoing support.
• **Under the Bridge Ministries** – Fellowships, food boxes, and clothes giveaways.
• **Power of the Cross** – Fellowships, food boxes, and clothes giveaways.
• **CORE** – Onsite health screenings and benefits.
• **United First Methodist Church** – Provide immediate assistance for our residents, including emergency funding, furniture, and food. Assist with "The Bridge" program.
• **Truist Bank**— onsite financial literacy classes in English and Spanish.
• **Wellroot and Triple P**— Parenting classes, case management, child and mom development.
• **Hopewell Farm** –Edutainment field trip.
• **Luostra Art Company** – Onsite art workshops for youth.
• **Gainesville City Schools** – Transportation for ongoing programming.
• **Chattahoochee Riverkeeper** – Conservation of the Chattahoochee River workshop.
• **South Eastern Young Artists** – Musical interactive storytelling, onsite and also field trips.
• **Rosa's ZUMBA** – Free onsite exercise classes for the family.
• **Alejandro Oropeza,** ESOL – Free programming onsite ESOL classes.
• **Beth Oropeza,** Parent Support Group – Free programming onsite support group for parents.
• **Lanier Tech College** – Ongoing support and resources for our residents who need to get their GED.
• **First Option** – free onsite programming, a path to homeownership.
• **360 Love Healing and Abundance** – Provides afterschool programming for kids and features music, social and emotional learning, art, gardening and nutrition, and improv/drama.
• **Innovative Management Training Solutions** (IMTS) – Provides academic support for afterschool programs.



Above: board, staff and community cut the ribbon at the Grand Opening of Harrison Village in December, 2025.



GH kids visit a local farm to learn about animals and agriculture.



RISE students enjoy academics, health and recreation activities that help prevent summer learning loss.



Above: GH residents are exposed to a wide variety of arts and performance through our Resident Services programming.

Gainesville housing
Building Thriving Communities

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gainesvillehousing.org

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